

**Grand Prize Package for the 2011 MobiTechFest East Winner**

CTIA is excited to present the winner of the 2011 MobiTechFest East, with the Grand Marketing & Promotional Prize sponsored by CTIA ENTERPRISE & APPLICATIONS™ 2011 and International CTIA WIRELESS® 2012.

The following promotional benefits and items may be redeemed for CTIA ENTERPRISE & APPLICATIONS™ 2011 event, taking place October 11 – 13, 2011, San Diego Convention Center, San Diego, CA and/or the International CTIA WIRELESS® 2012 event, taking place May 8 – 10, 2012, Ernest N. Morial Convention Center, New Orleans, LA.

For **EITHER** CTIA ENTERPRISE & APPLICATIONS™ 2011 **OR** International CTIA WIRELESS® 2012, CTIA presents the MobiTechFest East Winner:

- One (1) 10 x 10 booth on the show floor (raw space only)
- One (1) full-page four-color ad in the Show Guide

Please choose one (1) event at which you would like to redeem the above items by completing the appropriate event contracts.

**For CTIA ENTERPRISE & APPLICATIONS™ 2011, CTIA presents the MobiTechFest East Winner:**

- Two (2) VIP Passes
- One (1) Buzz Zone executive interview (see page 6 of the [CTIA Enterprise & Applications™ 2011 Promotional Opportunities Kit](#) for more information)
- One (1) entry into the CTIA 2011 Hot for the Holidays Awards Program (please see [www.ctiashow.com/holidays](http://www.ctiashow.com/holidays) for more information on this program)

**For International CTIA WIRELESS® 2012, CTIA presents the MobiTechFest East Winner:**

- Two (2) VIP Passes
- One (1) Buzz Zone executive interview
- One (1) entry into the CTIA 2012 Emerging Technology Awards Program (please see [www.ctiashow.com/awards](http://www.ctiashow.com/awards) for more information on this program)

**Total Prize Package Value: \$20,000+**

Booth Space	Exhibit Space Contract – <b>choose 1 event</b> (both contracts attached)
Full-Page Ad	Official Show Program Guide Contract – <b>choose 1 event</b> ; contract for CTIA ENTERPRISE & APPLICATIONS™ 2011 attached; if you would like to use this at the International CTIA WIRELESS® 2012 event, please contact us in November 2011 when the contract will be available
Buzz Zone Interview	Marketing & Sponsorship Contract; contract for CTIA ENTERPRISE & APPLICATIONS™ 2011 attached; for the International CTIA WIRELESS® 2012 event, please contact us in November 2011 when the contract will be available

Hot for the Holidays Entry	Email <a href="#">Heather</a> with your intent to enter and you will be added to the distribution list to be notified when the online entry form is available
E-Tech Entry	Email <a href="#">Heather</a> with your intent to enter and you will be added to the distribution list to be notified when the online entry form is available
VIP Pass Registrations	Please contact <a href="#">MiChele</a>

To redeem your promotional package for either CTIA event, please complete the attached forms and **return all forms to MiChele Solomon at [msolomon@ctia.org](mailto:msolomon@ctia.org) or fax (202) 736-3686.**

These marketing and promotional opportunities are not officially reserved or booked until the appropriate forms are received from Appealing Media. If no forms are received for either the CTIA ENTERPRISE & APPLICATIONS™ 2011 or International CTIA WIRELESS® 2012 events, the items above will be forfeited. This promotional prize package is non-transferable and cannot be applied to any CTIA events outside of CTIA ENTERPRISE & APPLICATIONS™ 2011 and International CTIA WIRELESS® 2012.

Thank you and congratulations on your win!

Sincerely,



Heather Lee Landers  
AVP, Marketing  
CTIA – The Wireless Association®